

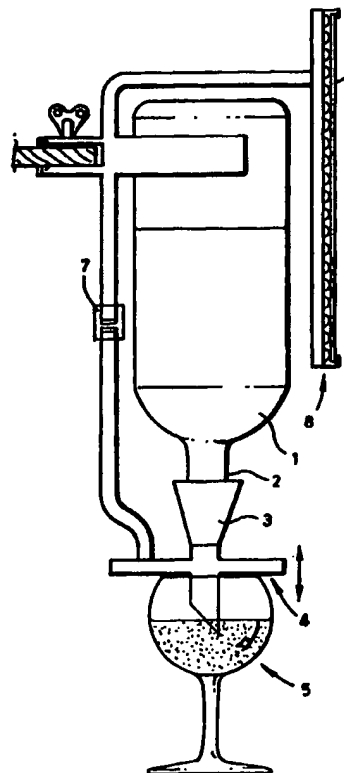
PCTWORLD INTELLECTUAL PROPERTY ORGANIZATION
International Bureau

INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

| | | |
|---|-----------|--|
| (51) International Patent Classification ⁶: G09F 23/06 | A1 | (11) International Publication Number: WO 98/18116 (43) International Publication Date: 30 April 1998 (30.04.98) |
| (21) International Application Number: PCT/GB97/02921 (22) International Filing Date: 23 October 1997 (23.10.97) (30) Priority Data: 9622060.3 23 October 1996 (23.10.96) GB (71) Applicant (for all designated States except US): AD OPTICAL LIMITED [GB/GB]; 156 Cavendish Avenue, Ealing, London W13 0JW (GB). (72) Inventor; and (75) Inventor/Applicant (for US only): SHELTON, Daniel [GB/GB]; 156 Cavendish Avenue, Ealing, London W13 0JW (GB). (74) Agent: RICKARD, Timothy, Mark, Adrian; Brookes & Martin, High Holborn House, 52/54 High Holborn, London WC1V 6SE (GB). | | (81) Designated States: AL, AM, AT, AU, AZ, BB, BG, BR, BY, CA, CH, CN, CZ, DE, DE (Utility model), DK, DK (Utility model), EE, ES, FI, GB, GE, HU, IL, IS, JP, KE, KG, KP, KR, KZ, LK, LR, LS, LT, LU, LV, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, TJ, TM, TR, TT, UA, UG, US, UZ, VN, ARIPO patent (GH, KE, LS, MW, SD, SZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, ML, MR, NE, SN, TD, TG). Published <i>With international search report.</i> <i>Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i> |

(54) Title: DISPLAY DEVICE**(57) Abstract**

A beverage dispensing device comprising: i) means for dispensing a beverage; and ii) a promotional message characterised by iii) means for activating the promotional message during beverage dispensing.



FOR THE PURPOSES OF INFORMATION ONLY

Codes used to identify States party to the PCT on the front pages of pamphlets publishing international applications under the PCT.

| | | | | | | | |
|----|--------------------------|----|--|----|--|----|--------------------------|
| AL | Albania | ES | Spain | LS | Lesotho | SI | Slovenia |
| AM | Armenia | FI | Finland | LT | Lithuania | SK | Slovakia |
| AT | Austria | FR | France | LU | Luxembourg | SN | Senegal |
| AU | Australia | GA | Gabon | LV | Latvia | SZ | Swaziland |
| AZ | Azerbaijan | GB | United Kingdom | MC | Monaco | TD | Chad |
| BA | Bosnia and Herzegovina | GE | Georgia | MD | Republic of Moldova | TG | Togo |
| BB | Barbados | GH | Ghana | MG | Madagascar | TJ | Tajikistan |
| BE | Belgium | GN | Guinea | MK | The former Yugoslav Republic of Macedonia | TM | Turkmenistan |
| BF | Burkina Faso | GR | Greece | ML | Mali | TR | Turkey |
| BG | Bulgaria | HU | Hungary | MN | Mongolia | TT | Trinidad and Tobago |
| BJ | Benin | IE | Ireland | MR | Mauritania | UA | Ukraine |
| BR | Brazil | IL | Israel | MW | Malawi | UG | Uganda |
| BY | Belarus | IS | Iceland | MX | Mexico | US | United States of America |
| CA | Canada | IT | Italy | NE | Niger | UZ | Uzbekistan |
| CF | Central African Republic | JP | Japan | NL | Netherlands | VN | Viet Nam |
| CG | Congo | KE | Kenya | NO | Norway | YU | Yugoslavia |
| CH | Switzerland | KG | Kyrgyzstan | NZ | New Zealand | ZW | Zimbabwe |
| CI | Côte d'Ivoire | KP | Democratic People's Republic of Korea | PL | Poland | | |
| CM | Cameroon | KR | Republic of Korea | PT | Portugal | | |
| CN | China | KZ | Kazakhstan | RO | Romania | | |
| CU | Cuba | LC | Saint Lucia | RU | Russian Federation | | |
| CZ | Czech Republic | LI | Liechtenstein | SD | Sudan | | |
| DE | Germany | LK | Sri Lanka | SE | Sweden | | |
| DK | Denmark | LR | Liberia | SG | Singapore | | |
| EE | Estonia | | | | | | |

DISPLAY DEVICE

Technical Field

This invention relates to a display device useable for example
5 in promoting sales of beverages.

Background Art

It is known to provide beverage dispensers such as OPTICS®
and beer engines with promotional material such as for example the
trade name of the beverage

10 Disclosure of the Invention

In accordance with an aspect of the invention there is
provided a drink dispenser having a switch activatable to dispense a
drink and means to activate a promotional message during
dispensing of the drink.

15 In accordance with the invention there is provided a beverage
dispensing device comprising:

- i. means for dispensing a beverage; and
- ii. a promotional message

and having

iii. means for activating the promotional message during beverage dispensing.

The promotional message can be a visual, audible, a smell or any combination thereof.

5 In preferred embodiments activating the beverage dispensing means results in activation of the promotional message.

The promotional message can be a transparent or translucent sheet material overlying a luminescent panel.

10 The promotional message can be provided by an array of controllable light sources controlled by a controller.

Brief Description of Drawings

Embodiments of the invention will be described by way of non-limiting example by reference to the accompanying figures of which:

15 Fig. 1 is a side view of a dispenser and bottle in accordance with the invention and

Fig. 2 is a front view of the apparatus of Fig. 1.

Best Mode

As shown in the figures the apparatus comprises an inverted bottle 1 with the open end 2 received in an OPTIC[®] or like dispenser 3. Dispenser 3 is provided with a bar 4. Upward
5 movement of glass 5 against bar 4 opens a valve (not shown) allowing a measure of drink to be dispensed. A switch contact 6 is moveable by bar 4. When switch contact 6 makes electrical contact with further switch contact 7 an electrical circuit is completed. Power is thus supplied to illuminated panel 8. Light emitted by
10 panel 8 passes through transparency 9 which bears indicia 90.

Thus as a drink is dispensed to a customer not only are others able to recognise the good taste of that customer but also the intermittent lighting up of the advertisement can be far more eye catching than a continuously illuminated sign.

15 Some further features of this invention will now be set forth.

In a preferred embodiment of the invention switch contacts 6 and 7 are part of a relay circuit so that illumination is not limited simply to the time in which the contacts are allowed.

In the illustrated embodiment the light source is shown as a flat panel provided with a plurality of light bulbs. The invention is not to be construed as so limited. In particular the panel or transparency may be curved for example being a section of a cylinder. The panel need not comprise an array of light bulbs but could comprise an electro-luminescent panel. It may not be necessary to provide a transparency. For example a panel of light bulbs may make the shape of the advertisement. In other embodiments of the invention the panel may provide a changing image. For example if panel 8 comprises a plurality of individual controllable sources for example an array of LED's or LCD cells or of light bulbs it may be possible to arrange for a controller (not shown) to switch on and off selected elements to provide a changing or moving image.

15 If desired a sound and/or smell can accompany the visual display and may replace it.

The bottle is in the illustrated embodiment held in position by cradle 10 comprising legs 11. The assembly can be clamped by clamp 12 to a shelf 13.

It will further be apparent that the invention need not be restricted to shelf mounted assemblies and thus can be used on bar mounted soft drink dispensers or beer engines. A number of beer engines are provided with a three dimensional representation of the drink or its container. It is within the scope of the invention for say liquid to be pumped in or out of the container.

Those skilled in the art will have little difficulty in devising modifications.

Claims

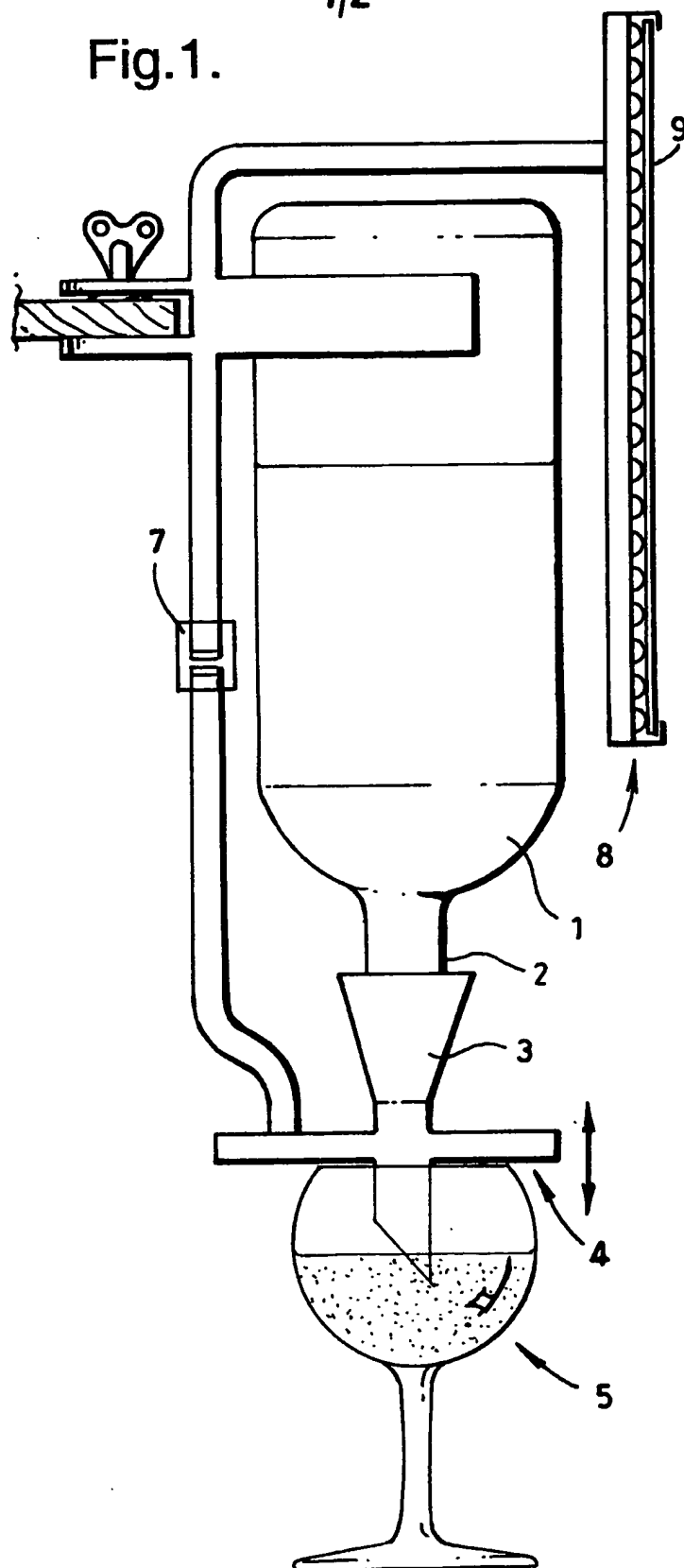
1. A beverage dispensing device comprising:
 - i. means for dispensing a beverage; and
 - 5 ii. a promotional messagecharacterised by
 - iii. means for activating the promotional messageduring beverage dispensing.
2. A beverage dispensing device as claimed in claim 1
10 wherein the promotional message is at least one of a sound message, a visual message or an olifactory message.
3. A beverage dispensing device as claimed in claim 1 or claim 2 wherein activating the beverage dispensing means activates the means for activating the promotional message.
- 15 4. A beverage dispensing device as claimed in claim 1 wherein the promotional display comprises translucent or transparent sheet material overlying a lumenscent panel.

5. A beverage dispensing device as claimed in claim 1 wherein the promotional message is provided by an array of controllable light sources controlled by a controller.

6. A beverage dispensing device as claimed in claim 1
5 wherein the beverage is dispensed into a drinking vessel.

1/2

Fig.1.



2/2

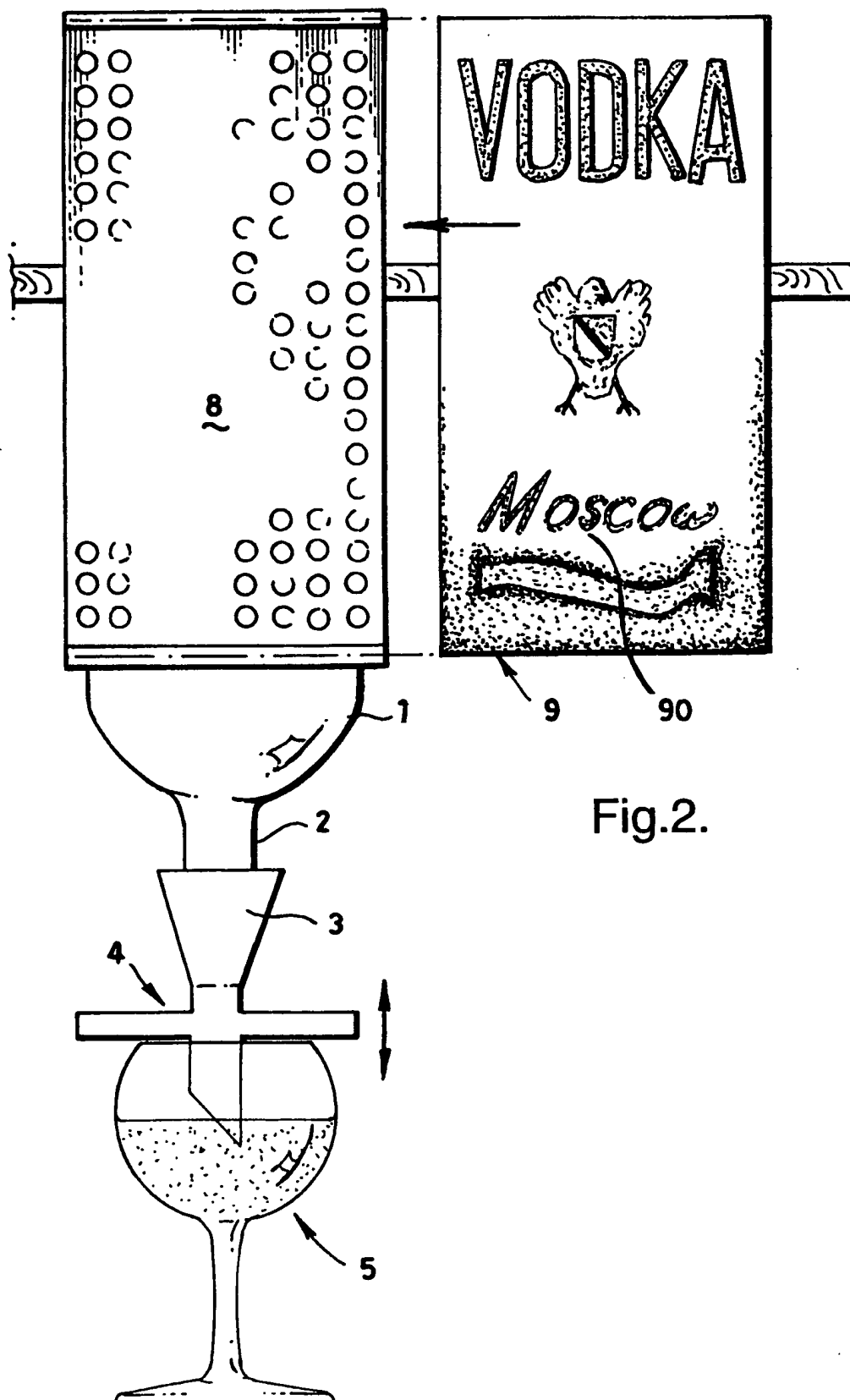


Fig.2.

INTERNATIONAL SEARCH REPORT

Inter nal Application No

PCT/GB 97/02921

A. CLASSIFICATION OF SUBJECT MATTER
IPC 6 G09F23/06

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 6 G09F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category * | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|------------|--|-----------------------|
| X Y | GB 2 005 451 A (OPTIC ADS) 19 April 1979 see page 1, line 47 - line 110; figures --- | 1-4,6 5 |
| Y | US 4 894 647 A (D WALDES ET AL.) 16 January 1990 see abstract; figures ----- | 5 |

☐ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier document but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.

"&" document member of the same patent family

Date of the actual completion of the international search

12 February 1998

Date of mailing of the international search report

20/02/1998

Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2
NL - 2280 HV Rijswijk
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,
Fax: (+31-70) 340-3016

Authorized officer

Gallo, G

INTERNATIONAL SEARCH REPORT

information on patent family members

Inter national Application No

PCT/GB 97/02921

| Patent document cited in search report | Publication date | Patent family member(s) | Publication date |
|---|---------------------|---|--|
| GB 2005451 A | 19-04-79 | ZA 7705208 A DE 2842164 A FR 2404883 A JP 54060597 A | 28-03-79 05-04-79 27-04-79 16-05-79 |
| US 4894647 A | 16-01-90 | NONE | |